

The Impact of Brand Ambassador on Impulse Buying Behavior: A case of Korean Celebrity as Brand Ambassador in Indonesian Market

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Abstract

The recent phenomenon of brand ambassador has been recognized as a marketing tool in business industry. However, the conceptualization of Korean brand ambassador impacted on impulse buying behavior has not been addressed. The purpose of this study is to identify the underlying connection between brand ambassador, brand image, brand awareness, and impulse buying behavior. Research model developed by comprehensive set of hypotheses were formulated and a methodology for testing them was outlined. These hypotheses were tested empirically to demonstrate the applicability of the research model. Using purposive sampling method, out of 541 questionnaires distributed, 489 were selected as samples. This research analysis is using PLS-SEM (Partial Least Square). With confidence level 95%, the result of this study showed that brand ambassador significantly influenced impulse buying behavior directly through brand image and brand awareness. These findings provide essential implications for marketers in business industry. For further research, researchers can use a wider range of respondents and many factors that influence impulse buying behavior, such as FOMO and hedonic shopping motivation..

Keywords: Korean brand ambassador, brand image, brand awareness, impulse buying behavior

1. Introduction

The phenomenon of Korean popular culture has increased continuously in Indonesia since “Hallyu” (the Korean Wave) is experienced by Indonesian fans in their daily life (Jeong, Lee, & Lee, 2017). The stars of the Korean industry set the trends, and directly influencing what gets sold, what will be the next big thing (Tripathi & Roy, 2018). People discover their attitudes to visual media are influenced by what they see and hear in the media (Kim, Agrusa, Chon, & Cho, 2008). It is well understood that brand ambassador shows up every now and again in marketing communication to encourage brand and advertisement differentiation in cluttered media situations (Singh & Banerjee, 2018). Thus, marketers utilize the usage of brand ambassador in order to enhance the company’s image and attract customers (Fawwaz & Indrawati, 2020). Moreover, ambassador’s reputation enable the image of an organization to be re-established (Yan, 2018). In Indonesia, the arising number of many local or international brands in the market can be seen. With the addition of the intensity of Korean Wave in Indonesia, many companies targeted Indonesian people as the potential buyers for the company (Wang & Hariandja, 2016).

The use of brand ambassador as a marketing tool is a quite recent phenomenon even in business industry (Kalandies, Andersson, & Ekman, 2009). In the modern market, without brand ambassador is somewhat

difficult to sell the product (Soniya & Raja, 2018). Brand ambassador aims to provide information about the use and benefits of a product, and reasons why consumers should buy the product (Mudzakir, 2018). Brand ambassador is impactful on how it increases brand awareness of a product that clicks in their mind when customers are willing to buy a good or service (Malik et al., 2013). Brand ambassador increase brand awareness by ensure that there is a congruity between the brand and the celebrity character (Dewi, Edyanto, & Siagian, 2020). Furthermore, a brand ambassador has also played roles in advertising and marketing concepts and promotion of brand status to affect brand images (Sadrabadi, Mahyar, & MonshiZadeh, 2018). Brand ambassador increasing value of brand image, not only differentiate from similar competitors but can also reflect the quality of the brand (Mubarak, 2018). Furthermore, according to Ramziya, Adnans, & Ginting (2020), impulse buying happens when the brand is sticking in customers' memories and has been tested quality. Consumers are inclined to buy products with which they are familiar and know the brand well especially if there are a limited number of products, it causes them to make quicker and more sudden decisions and make impulse buying (Yigit & Tıgli, 2018). According to Tripathi & Roy (2018), since the brand ambassador from South Korean pop culture considered to be trend in Southeast Asian countries (Singapore, Vietnam, Malaysia, Indonesia, and the Philippines), customers suddenly make all decision to buy a product category and brand in a store without a plan and make an impulse buying behavior (Chi, Yeh, & Yang, 2009). In Indonesia, the majority of consumers are very concerned about brand ambassadors that are used, especially teenagers and young consumers (Nisa & Pramesti, 2020). Through the impact of Korean Wave in Indonesia, many multinational companies targeted Indonesian people as the potential buyers and try to expand their market, especially supporting by Korean celebrity as the brand ambassador (Wang & Hariandja, 2016). Hence, customer perceive the brand is having superior quality because it has been endorsed by their favorite personality (Soniya & Raja, 2018), then it encourage customers to do unplanned purchases either make an impulse buying behavior. Based on these findings, brand ambassador builds brand image and brand awareness would be one of the efforts stimulate customer's impulse buying behavior to purchase products or services.

Considered the variables adopted by most research on impulsive buying behavior tend to be restrict on the impact on impulse buying behavior directly related to hedonic shopping motivation and hedonic consumption behavior (Gunawan, 2004; Mamuaya, 2018; Sri & Asnawati, 2018) , psychographic and materialism factors (Bashar, 2020; Rashid, Islam, Malik, & Ahmer, 2019), branding factors (Fioretti, 2018) and brand loyalty (Husnain & Akhtar, 2016; Husnul, Bambang, & Andi, 2017; Kaytaz Yigit & Tıgli, 2018). However, there is limited literature about more diverse variables to better understand the underlying determinants of impulsive buying such as brand ambassador variable. It leaves much room for considering the international brand ambassador to promote multinational companies and expand their market in Indonesia. Associated with cultural values are the most important things that society protect through generations and might have influence on the way consumers behave when they have experienced all the benefits and restrictions of a particular culture (Dinh, 2016). Furthermore, there are plenty researches conducting branding issues by setting traditions of western or multinational market must use brand ambassador from local artist in many countries include China, India and Indonesia itself (Ghosh, Ghosh, & Ghosh, 2016; Lin & Siu, 2020; Mudzakir, 2018). Specifically in Indonesia, there are brands those use brand ambassador from Korean

celebrity successfully entered Indonesian market (Fawwaz & Indrawati, 2020; Fitriahningsih, Kadir, Hamid, & Nursyamsi, 2020; Wang & Hariandja, 2016). Strong brands are often driven and influenced by popular culture and multiple activities and trends in society. Celebrities and other public figures can act as potential endorsers for products and services and be an instrumental part of a brand strategy (Roll, 2006). Based on previous explanations, the purpose of the study is to explore the connection between brand ambassador, brand image, brand awareness, and impulse buying behavior.

2. Literature Review

2.1 Brand Ambassador

Brand Ambassador is a person who supports a brand from a popular public figure to communicate and connect with the public (Fawwaz & Indrawati, 2020; Dewi et al., 2020). Brand ambassadors, who are also recognized as opinion leaders, can begin use of a new product or idea and create a special place for brands which a person able to influence the other individuals' opinion and behavior (Rehmet & Dinnie, 2013). The key element of brand ambassadors lies in their ability to use promotional strategies that will strengthen the customer-product or service relationship and influence a large audience by information about the product, service or idea, creating widespread word of mouth marketing to buy and consume more (Bachrun, 2015; Wang

& Hariandja, 2016). From the customers perceive the brand as having very superior quality just because it has been endorsed by their favorite personality and based on this customers start that endorsement as one the indicators of the superior quality for any other brand (Soniya & Raja, 2018).

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2.2 Brand Image

Brand image is defined as a brand that is brought to the consumer's mind by the brand association (Sallam, 2016). According to Cho (2011), brand image can be also defined as a consumer's perceptions and feelings towards a brand shaped by direct or indirect brand experiences, which capture cognitive, sensory, and emotional aspects. According to Mulyono (2016), has explained that brand image have the attributes and benefits which associated with a brand that has its own characteristics and to different from competitors. According to Karam & Saydam (2015), brand image as the general personality reflection and convictions about the specific brand by remembering its unique qualities that makes it not the same as the others. That is, consumers can tell a brand correctly if they ever saw or heard it (Chi, Yeh, & Yang, 2009). The brand image is important aspect towards buy expectation. It drives the customers to expend more esteem on the particular brand having good brand image. It helps the consumers to choose whether which brand is a superior choice for them and they are compelled to make purchase expectations a few of times (Karam & Saydam, 2015). In other words, brand image of a good product will encourage potential customers of the product compared to other brands with the same product (Sjafar & Djamaluddin, 2017).

2.3 Brand Awareness

According to Işoraitè (2016), brand awareness is created through advertising, promotion, selling, public relations, and direct marketing. Brand awareness is a matter of whether brand names come to mind when customers think of certain product categories and how convenient they are to use (Amitay, Tj, & Wahyoedi, 2020). According to Sadrabadi et al. (2018), brand awareness is the customer recognition of particular. It can also equip the brand with the sense of familiarity so it can trigger the potential customers to feel comfort. According to Karam & Saydam (2015), it has been derived that brand awareness can be created through the presentation of brands to the customers which in turn develop a stimuli like response from them where they are able to relate, recognize, recall and be on the whole aware of brands. The brand success depends upon its ability to sustain the consumers loyal after attaining the consumers through awareness and the keeping the perception of brands good in the minds of consumers as it can influence consumer behavior, which ultimately affects the brand (Sultan, Akram, Abdulhaliq, Jamal, & Saleem, 2019).

2.4 Impulse Buying Behavior

Impulse buying has always been a key consumer behavior, and it has a unique buying behavior structure. Impulse buying behavior was an unplanned purchase which was decided at that moment and created by exposure to an impulse, and that the consumer had emotional and/or cognitive reactions after this purchase (Yigit & Tıgli, 2018). However, several authors have argued that defining impulse buying only on the basis of unplanned purchases is rather simplistic and went a step further by arguing that while all impulse purchases can be considered as unplanned, not all unplanned purchases can be considered as impulsive (Aragoncillo & Orús, 2018). However, an unplanned purchase is not always followed by abrupt desires or strong positive feelings, that are usually related to impulsive buying behavior (Laksamana & Hidayat, 2019). Impulse buying may be explained by consumers' propensity to buy products for a variety of hedonic reasons. Consumers feel a little freer and a little like doing something naughty, but relatively innocent through impulsive buying (Cho, 2011). This finding, accompanied by psychologists' enduring treatment of impulsiveness as a basic human trait, encourages our belief that individual's impulse buying tendencies can be conceptualized as a consumer's trait that we label as buying impulsiveness (Negara & Dharmmesta, 2003).

2.5 Hypothesis Development

Choosing celebrity as a brand ambassador in advertisement are the image of the brand, because in their own view, such an effectual match establishes an effect between brand ambassador and brand image (Nisa & Pramesti, 2020). According to Mudzakir (2018) and Wang & Hariandja (2016), brand ambassador is proved positively influenced brand image. In marketing activities, a brand ambassador can give effect to brand image, they referred to a condition shows brand ambassador strategy successfully entered market and positively impact the brand image. According to Sadrabadi et al. (2018), the competitive advantage of brand ambassador strategy is offering high quality and custom-made products to brand ambassador and also offering special and limited products to special costumes that creates a desirable image. Furthermore, the right brand ambassador is measured with the achievement and character of the celebrity that is created in the consumers' mind according to Dewi et al. (2020), the better brand ambassadors in promoting products will further increase the brand awareness of their products (Syahrudin, Karim, Amitay, Tj, & Wahyoedi, 2019). Non-traditional marketing companies utilize brand ambassadors in campaigns to answer questions, engage the audience, and increase brand awareness (Fitrianto, Nofiwaty, & Lisnawaty, 2020). A brand ambassador is known as a positive spokesperson or a community influencer, appointed as an internal or external agent to boost product/service

sales and create brand awareness (Bachrun, 2015). Hence, according to Ayu et al. (2014) and Sadraadi et al. (2018), brand ambassador has significant positive influence on brand awareness. Therefore, the specific hypotheses to be tested were:

H1: Brand Ambassador has a positive effect on brand image.

H2: Brand Ambassador has a positive effect on brand awareness.

According to Ramziya et al. (2020), brand image has a significant positive influence on customers' impulsive buying behavior. Thus, the stronger the brand image of consumers, the stronger the impulsive buying behavior that emerges where consumers tend to make impulsive purchases if the brand is sticking in their memories and the quality has been tested. Also according to Husnul, Bambang, & Andi (2017), explained that the brand image has a significant effect on impulse buying and it's a promotional strategy for the promotion relating to any product (Malik et al., 2013). Product type and presentation mode as stimuli of emotion state has significant effect positively on impulse buying behavior (Liao, To, Wong, Palvia, & Kakhki, 2016). Therefore, the specific hypotheses to be tested were:

H3: Brand image has a positive effect on impulse buying behavior.

According to Yigit & Tigli (2018), brand awareness has impact on impulse buying behavior. Thus, when consumers have a perception about the brand they know, of which there are a limited number of products, it causes them to make quicker and more sudden decisions and make impulse purchases. Establishing a well-known logo also contributes to creating brand awareness. Consumers will recognize a logo and instantly associate it with a brand, and will recall other products from that brand that they have previously used when they may or may not need or their budget cannot afford (Fioretti, 2018). Consumers want to buy the products and services when they are familiar with the brands, the desire to have the limited product of a brand facilitates to the impulse purchase by the consumers (Bashar, 2020). Brand awareness can turn develop a stimuli like response from them where they are able to relate, recognize, recall and be on the whole aware of brands, the consumers would have undertaken the purchase action without having purchase intention (Khan, Hui, Chen, & Hoe, 2015). Therefore, the specific hypotheses to be tested were:

H4: Brand awareness has a positive effect on impulse buying behavior

According to Tripathi & Roy (2018), since the brand ambassador from South Korean pop culture considered to be trend in Southeast Asian countries (Singapore, Vietnam, Malaysia, Indonesia, and the Philippines), brand ambassador might strengthen the effect of customers' demand (Fitriahningsih et al., 2020) then it encourage customers to do unplanned purchases situationally (Amos, Holmes, & Keneson, 2011). Exports of consumer goods such as clothes, accessories and cosmetics increased, owing to the popularity of K-pop (Ahn, Oh, & Kim, 2013) especially when using brand ambassador would help to create a stronger emotional connection between a brand or company with the consumer indirectly (Wang & Hariandja, 2016). According to Fitrianto et al., (2020); Dewi et al., (2020), Korean celebrity as a brand ambassador has a significant effect on consumer spending interest and attraction toward advertisement of public figure, stimulate consumers' impulse buying by given exceed expectation to have positive or pleasant feelings about the product (Mubarok, 2018). Consumers' unplanned buying and make decision to buy products category and brand instantly that is attracted to them can be regarded as impulse buying behavior (Chi et al., 2009; Malik et al., 2013). Therefore, the specific hypotheses to be tested were:

H5: Brand ambassador has a positive effect on impulse buying behavior

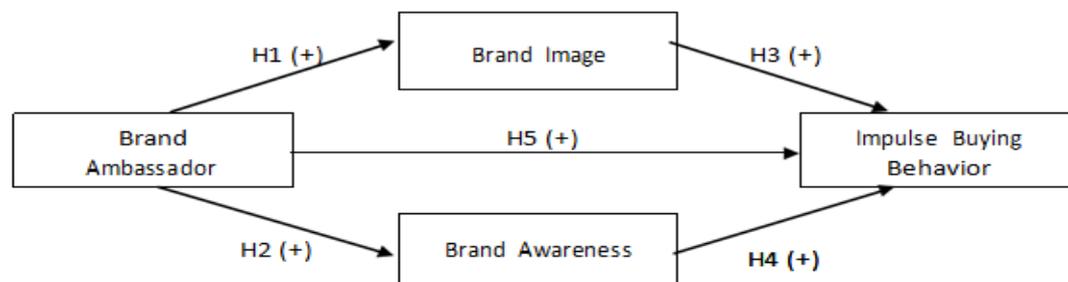


Figure 1. Research Model

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3. Methodology

3.1 Research Design

This study uses a quantitative design with a descriptive model that describes a systematic information about a phenomenon. According to the book *Designing a research study* in the chapter on quantitative research methods explains that descriptive research is studying an existing phenomenon and linking a variable to other variables. The sampling method used in this study is purposive sampling in a form of nonprobability sampling. This sampling method study is suitable to be used in the big population with limited variables

3.2 Population and Sample

. In this study, purposive sampling criteria needed is K-popers in Indonesia who have been bought several times related to products and services those are promoted by Korean brand ambassador for the last 3 months. Determination of representative sample size according to Hair et al. (2014) depends on number of indicators multiplied five to ten. Therefore, the minimum sample size conducted in this study 270 samples. Unit analysis of this research can be applied individual. (jumlah populasi kpopers jangan lupa).

3.3 Data Analysis Methods

The populations in this study are K-Popers in social media network such as Instagram, twitter and WhatsApp from whom 489 respondents were selected as samples. The samples majority are K-Popers, women, 17 until 25 years old, and live in outside Jakarta and surrounding areas. After the questionnaires were distributed online, 541 respondents filled out the form. After being screened, 42 responses were not eligible based on the criteria and 489 responses were considered proper for further analysis. This research analysis is using PLS-SEM (Partial Least Square). The PLS-SEM method in this study used Smart PLS 3.0 software. This study evaluated the scale reliability of the measures by examining the loadings of the items on their corresponding factor (Amitay et al., 2020). This study tested the adequacy of the measurement model by examining Outer loading, Construct reliability & validity, Discriminant validity.

3.4 Data Collection

The data was collected with a questionnaire. The questionnaire is a data collection method where the respondent fills the question, and then the questionnaire is given back to the researcher. The respondents are expected to understand the question and answer the question correctly. The questionnaires for this study was obtained by an electronic survey distributed online and remotely by online and the process on midst December 2020 until early January 2021.

3.5 Measurement

To ensure the content validity of the scales, the items selected must represent the concept about which generalization are to be made. Therefore, items selected for the constructs were mainly adapted from prior studies to ensure content validity. The measurement of brand ambassador was composed of five items (Wang & Hariandja, 2016). For the brand image has seven items to measure (Dewi et al., 2020; Mambu, 2015). Brand awareness known to have five items to measure (Suryadi, 2015). Furthermore, impulse buying was measured by ten items (Negara & Dharmmesta, 2003). The questionnaire for this study contained 27 items measure of brand ambassador, brand image, brand awareness, and impulse buying behavior. All measures used five-point Likert scales, which ranged from strongly disagree (+1) to strongly agree (+5). The first session is screening question. The second page contains characteristics of respondents. The third session is the items of variables.

4. Results

Referring to Table 2, Convergent validity is validity related to the principle that indicators of a variable must be highly correlated. To test convergent validity, factor-loading (outer loading) values are used. An indicator is said to meet convergent validity if it has a factor loading value greater than 0.7. However, indicator BA1 did not meet convergent validity and it has been taken out. Composite reliability (sometimes called construct reliability) is a measure of internal consistency in scale items. It can be thought of as being equal to the total amount of true score variance relative to the total scale score variance. According to Hair et al. (2014), the minimum composite reliability value in the PLS-SEM analysis should exceed 0.5. Average variance extracted (AVE) is a measure of the amount of variance that is captured by a construct in relation to the amount of variance due to measurement error and minimum threshold for AVE is 0.5.

Table 1 Respondents Characteristic

Characteristic		Frequency (n)	Percent
Age	<17	37	7.6
	17-25	423	86.5
	26-30	21	4.3
	31-35	7	1.4
	36-40	1	0.2
Gender	Female	466	95.3
	Male	23	4.7
Marital status	Single	474	96.9
	Married	15	3.1
Education	SMA/K	311	63.6
	D3	13	2.7
	S1	145	29.7
	S2	4	0.8
	Others	16	3.2
Occupation	Student	377	77.1
	Employee	55	11.2
	Wirusaha	31	6.3
	Housewife	8	1.6
	Others	18	3.8
Average Income	IDR <5,000,000	442	90.4
	IDR 5,000,000-10,000,000	39	8
	IDR >10,000,000	8	1.6
Average Expenses	IDR <5,000,000	460	94.1
	IDR 5,000,000-10,000,000	26	5.3
	IDR >10,000,000	3	0.6
Domicile	Outside Jakarta Greater Area	311	63.6
	Jakarta Greater Area	178	36.4
Most purchase product	F&B	217	44.4
	Beauty	174	35.6
	Clothing	66	13.5
	Others	32	6.5
How often they made purchase in the last three months	<5	283	57.9
	5-10x	166	33.9
	>10	40	8.2
Most frequently seen brand ambassador	Siwon	208	42.5
	BTS	170	34.8
	Blackpink	34	7
	NCT 127	32	6.5
	Stray Kids	23	4.7
	Lee Min Ho	22	4.5
Most attractive brand ambassador	BTS	238	48.7
	Siwon	133	27.2
	NCT 127	44	9
	Blackpink	38	7.8
	Stray Kids	22	4.5
	Lee Min Ho	14	2.9
Most frequently seen brand using brand ambassador	Tokopedia	194	39.7
	Shopee	157	32.1
	Mie sedaap	99	20.2
	Nu green tea	18	3.7
	Lazada	12	2.5
	Others (FILA/Nacific/Nature Republic)	9	1.8

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Table 2 Convergent Validity and Reliability

Variable	Item	Mean	Factor Loading	AVE	Composite Reliability
Brand Ambassador (BA)	When talking about Korean celebrity, I easily and quickly remember products.	4.425	0.796	0.622	0.868
	I can easily remind products by Korean celebrity presence in their advertisement	4.380	0.789		
	It is logical and wise to purchase products when we get official merchandise.	3.395	0.775		
	If I want to draw the shape of brand in my mind, I should really think Korean celebrity to remember it.	3.712	0.794		
Brand Awareness (BAw)	I easily recognize the brand that uses Korean celebrity as a brand ambassador among other brands.	4.207	0.833	0.701	0.922
	I can easily remember the brand without any help or clue when it promoted by Korean celebrity as brand ambassador.	4.029	0.853		
	When I thinking about products, the brand or company that uses Korean celebrity as brand ambassador easily comes up in my mind.	3.814	0.827		
	I aware this particular brand that appeared in the advertisement	4.225	0.840		
	I can quickly recall symbol or logo of the particular brand that appeared in the advertisement	4.020	0.834		

Brand Image (BI)	I am easily attached to some brands relates to Korean celebrity as brand ambassador.	3.994	0.856	0.662	0.932
	The brand that has Korean celebrity as brand ambassador attaches my attention.	4.204	0.842		
	The brands that use Korean celebrity as brand ambassador must have good reputation.	4.002	0.743		
	I pay attention to what is going on with the brand relates to Korean celebrity as brand ambassador.	3.685	0.839		
	I am passionate to know further about brands that use Korean celebrity as a brand ambassador.	3.863	0.809		
	When I see Korean celebrity in the packaging of products, I easily attracted by their packaging.	4.194	0.810		
	The brands use Korean celebrity as brand ambassador have a competitive advantage among other brands.	3.679	0.789		
Impulse Buying Behavior (IBB)	When I see advertisement using Korean celebrity as brand ambassador, I suddenly feel compelled to buy something.	3.603	0.833	0.686	0.956
	When I buy things relate to Korean celebrity, it just happens very fast.	3.319	0.872		
	I don't need consideration when I buy things relate to Korean celebrity.	3.061	0.883		
	When the products relate to Korean celebrity, "Buy now, think about it later" describes me.	2.900	0.882		

Table 3 Discriminant Validity

Variables	Brand Ambassador	Brand Awareness	Brand Image	Impulse Buying Behavior
Brand Ambassador	0,789			
Brand Awareness	0,784	0,838		
Brand Image	0,763	0,787	0,813	
Impulse Buying Behavior	0,608	0,619	0,711	0,828

According to Hair et al. (2011), discriminant validity determines the AVE of each latent construct should higher than the construct's highest squared correlation with any other latent construct (Fornell–Larcker criterion) and an indicator's loadings should be higher than all of its cross loadings

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Table 4 Hypothesis Results

Hypothesis	Path	Path Coefficient	T-Stat	P-Values	Conclusion
H1	BA->BI	0.763	35.680	0.000	Supported
H2	BA->BAW	0.784	30.291	0.000	Supported
H3	BI->IBB	0.111	2.158	0.016	Supported
H4	BAW->IBB	0.102	1.840	0.033	Supported
H5	BA->IBB	0.546	10.307	0.000	Supported

The hypothesis test results can be seen in Table 4. This study used a 95% confidence level, so the criteria for determining whether a hypothesis is significant or accepted in this study is the value of t-statistic positive which means the indicators impacted positively on each other and the value of p-value <0,05 means the indicators impacted significantly on each other. Thus, it can be viewed from the table that five hypotheses in this study are supported

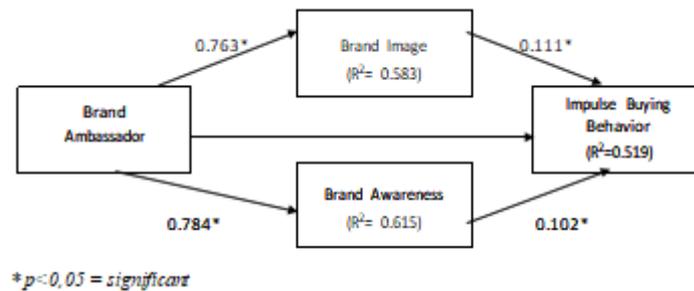


Figure 2 Hypothesis Test Result

Referring to Figure 2, H1, H2, H3, H4 and H5 are supported because those hypotheses show positive values of beta and p-values less than 0.05. The hypothesized relationship was tested by path analysis using structural modeling. In hypotheses H1, H2, H3, H4 and H5, this study investigates the influence of brand ambassador, brand image, and brand awareness. As expected, brand ambassador (path coefficient of 0.784, p-value 0.000, and t-statistics 30.291) has the greatest impact on brand awareness. Also, brand ambassador (path coefficient 0.763, p-value 0.000, and t-statistics 35.680) has a significant positive effect on brand image. Therefore, brand ambassador (path coefficient 0.546, p-value 0.000, t-statistics 10.307 impacted on impulse buying behavior) has a significant positive effect on impulse buying behavior. Furthermore, this study found that brand image (path coefficient 0.111, p-value 0.016 and t-statistics 2.158) and brand awareness (path coefficient 0.102, p-value 0.033, and t-statistics 1.840). Consequently, the results of this study showed that brand ambassador not only significantly impacted on impulse buying behavior directly but also indirectly by brand image and brand awareness.

Additionally, Hair et al. (2011) defines R² values of 0.75, 0.50, or 0.25 for endogenous latent variables in the structural model can be described as substantial, moderate, or weak, respectively. Whereas R² results of brand ambassador influence are considered moderate in disciplines such as brand awareness 0.615, brand image 0.583, and impulse buying behavior 0.519. To explain, 51.9% represents three variables such as brand ambassador, brand awareness and brand image explain any of the variation in the response impulse buying behavior variable. This means, 48.1% explained by the other variables. And also, 58.3% represents brand ambassador explains brand image variable. Thus, 41.7% represent the other variables response to brand image. Furthermore, 61.5% represents brand ambassador explains brand awareness, which means 38.5% represent the other variables in response to brand awareness.

5. Discussions

This study empirically validates the use of brand ambassador as the new marketing tools recently become trend in business industry. Hence, the impacts of Korean wave in Indonesia set the trends and enable brands to attract potential buyers in Indonesia. Korean brand ambassadors are somehow seen as opinion leader roles on advertising several products or brands in Indonesia to build brand image and brand awareness that efforts stimulate customers' impulse buying behavior to purchase products or services. Based on the survey in this study, the respondents are dominated by teenagers and young consumers who had a sense of interest to be fanatic on Korean artist who becomes the brand ambassador in Indonesia. They had kind of tendency to buy a brand or product without pay attention to the brand that the brand ambassadors are promoting.

Fanaticism is an intense emotional commitment toward a set of values the pursuit of something in an extreme and passionate way that goes beyond normality (Fuschillo, 2020; Marimaa, 2005). Along with this, fanaticism is defined as the degree of intensity to which is as a fan, with the level of involvement varying from low to high intensity (Thorne & Bruner, 2006). For example, some of the respondents in this survey are willing to buy a product from some brands without consideration of the brand reputation, but because of the packaging contains a picture of Korean brand ambassador to be collected. Furthermore, there are communities or forum where teenagers and young consumers are allowed to shop the products with an installment and saving system. These communities might be in demand from young consumers especially students with income less than IDR 5 million. Surprisingly, many of the respondents were dominated by students (77.1%) with income less than IDR 5 million (90.4%). Also, this survey dominated by 17-25 years old (86,5%) respondents and the latest educations are mostly graduated from high school (63,6%). The products available in these communities vary widely and are updated continuously. With an offer, customers will get additional products and these products will not be restocked. Besides the product is not restocked then becomes rare, the product will be in great demand, hence many people sell at a higher price. In supporting the example, fanatics may join and actively participate in consumption communities to help and support fellow members and, more importantly, sustain each other's interest in the object of fanaticism (Chung, Farrelly, Beverland, & Karpen, 2018). In a different case, some of the respondents were willing to buy hundreds of boxes of instant noodles to be able to take part in the fan meeting and get the brand ambassador's photocard. After obtaining the desired photocard or benefit, the product can be resold at a higher price for international fans and cheaper price for local fans. According to Thorne & Bruner (2006), this desire is often a cyclic emotion that the fan finds pleasurable and increases the fan's desire to continue to participate in fan activities. Although the influence of brand image and brand awareness on impulse buying behavior is not as great as brand ambassador, but it still has a connection to impulse buying. Indonesian consumers have their own preferences regarding the artists they like additionally these artists are working with brands.

Accordingly, the consumers frequently see the brands and there is a tendency to buy without any consideration and it becomes impulse buying behavior. Based on the survey, many respondents have ever bought product or service up to five times around 57.9%, five to ten times around 33.9%, and the least one who has ever bought more than 10 times are 8.9%. The customers will buy these products with brands that have a good reputation which frequently seen by them and the benefits received or perceived by customers. From this value, Korean brand ambassador has a stimulate on consumer spending interest and attraction by given exceed expectation about the product (Mubarok, 2018) and spending spontaneously into impulse buying behavior. As a result, many respondents have proven buy several times related to product or services those are promoted by Korean brand ambassador in the last three months. It is proven by Nisa & Pramesti (2020) that the majority of consumers are teenagers and young consumers those are very concerned about brand ambassadors. By realizing these terms, brand ambassador was considered to build brand image and brand awareness that efforts stimulate customers' impulse buying behavior to purchase products or services.

6. Conclusions

The major objective of this study were to identify the impact of brand ambassador on impulse buying behavior of Korean celebrity in Indonesian market directly through brand image and brand awareness. These findings provide an understanding of Indonesian's impulse buying behavior. Pointing to a situation that indicates that the brand ambassador campaign has reached the market effectively and has a positive effect on the brand image (Sadrabadi et al., 2018). Brand ambassadors help customers get to know a certain brand so that the brand is in the top of the customer's mind. If the brand is in the top of their mind and trusted by the customer, there is a tendency to buy directly at the moment. Lastly, brand ambassador could become a consideration for business to improve their marketing tools to use brand ambassador for increase the brand promotion.

7. Managerial Implications

These findings provide essential implications for marketers in business industry. This study contributes in filling the existed gaps and offer concept results of the impact on using brand ambassador for enhance brand image and brand awareness for the company or brands.

This study suggests more insights for benefits of brand ambassador as the marketing tools especially when it is implemented in Indonesia. Since the primary interest of this study is impulse buying behavior, marketers could consider that brand ambassador will be beneficial for the company, because the it will encourage customers to make quicker and more sudden decisions and make impulse buying behavior.

Brand ambassador in general explains about an artist who promotes a product in an advertisement. When talking about Korean celebrity as brand ambassador, customers easily and quickly remember products. Thus, this brand ambassador can be a reminder to customers of the product or brand being promoted. Furthermore,

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customers are easily attached to some brands relates to Korean celebrity as brand ambassador. Brand image encourage customer to assess reputation and assess the image of a brand. Overall, brand awareness are explained how the brand can be remembered by customers and always comes to their mind for the first time. This can be considered on how the customers can easily remember the brand without any help or clue when it promoted by Korean celebrity as brand ambassador. The last one, impulse buying behavior is about buying spontaneously without any consideration. Customers will not need consideration when they buy things relate to Korean celebrity. In this study, impulse buying behavior can happen only if customers see that the brand ambassador is an artist they like.

8. Suggestions For Future Research

Based on this study, the limitation that our respondents in this survey are K-Poppers only who ever bought the products related to brand ambassador in the last three months. And also, this survey has been taken by K-Poppers who dominated by women. Thus, for the next research, the researcher can use a wider range such as gender of respondents probably there are differences between women and men in order to their perceptions on impulse buying behavior to their favorite celebrity. Furthermore, for the variables exist only examine Korean brand ambassadors. Therefore, suggestion for further research is comparing foreign & local brand ambassadors or certain countries. In addition, there are many factors that influence impulse buying behavior, such as FOMO and hedonic shopping motivation. FOMO (fear of missing out) variable is interesting to be discussed with regard to people are afraid of missing out and they immediately buy those products impulsively. Hedonic shopping motivation are interesting to be discussed due to social factors they are forced to live hedonistically. These suggestions can be implicated for the future research.

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